

BIA YEAR AT A GLANCE

OCT 2020-SEPT 2021

MARKETING AND COMMUNICATIONS

Brand

- Continued to build brand awareness through street signage, advertising, social media, media relations, etc.

Advertising

- Digital and Crescent View for holidays
- Partnership with Tourism Calgary
- Partnership with Chinook Blast
- Partnership with City of Calgary
- Community Seacan

Digital

Website:

- Visits: 7,511
- Pageviews: 21,341

Social:

- FB Reach: 41,567
- Insta Reach: 10,211
- Engagements: 14,181

Member Comms:

- Emails Sent: 70
- Open Rate: 38%
- Highly Engaged: 45%

Media Stories

- You Belong Art Benches
- BIAs during COVID
- Centre St. Advocacy/Election

ADVOCACY AND ENGAGEMENT

Advocacy

- Hours: 158 (34 on greenline)
- Served on Business Support Advisory Panel (Green Line)
- Advocacy campaign for interim plan for Centre Street
- Meetings with city staff, councillors, other BIAs, MLAs, etc.

Engagement

- 70 Bulletins
- 12 Free Videos with high social engagement
- FB Group
- 1-on-1 meetings
- Posters and resources
- Marketing Opportunities

- Event Opportunities
- New Board Members

Covid-19

- BIA Levy waived for 2021
- Levy smoothing
- Ongoing comms on grant opps, restrictions, etc.
- Resource webpage

Traffic and Parking

- Open letter to council/candidates

Density

- North Hill Communities LAP advocacy and panel participation

EVENTS

Crescent Moon Festival

- Lit 10 new art benches over two weekends in February
- Engaged 27 volunteers
- Engaged 11 businesses
- Spent \$2,500 at BIA Businesses
- Chinook Blast partnership/grant: \$2,500
- 1293 Page views

YYC Bubble Tea Fest

- Partnership with Chinatown and International Ave.
- Engaged five businesses
- Raised \$ for Act2End Racism
- 7,006 Page views
- FB Page Reach: 4,469
- IG reach: 1,664

- Engagement: 14,493
- Marketing Opportunities

Centre St. Trunk Show

- Partnership with Community Association
- Created excellent foot traffic on Centre St.
- Businesses reported increased traffic
- Centre Street slowed
- 1,600 FB Reach

Diversity Dance Party

- Mostly virtual event for social media
- Had folks film themselves dancing at the mural for prizes
- 7,700 FB Reach

STREETSCAPE

Security

- 700+ nighttime patrols on Centre St. and in the alleyways behind.

Clean Streets

- 8 reused and refurbished garbage cans and 7 recycling bins
- Negotiated free nightly pickup
- Biweekly litter pick-up year round
- Engaged Youth Central for regular summer clean-ups

Banners and Signage

- Banners on Bambu railing and UPS fence

- 12 Sandwich boards
- Double-sided, branded banners on seven poles through the BIA
- Community sign is in design

Greenery

- 12 Planters installed along Centre Street with year-round greenery

Seating, Placemaking and Art

- 10 You Belong Art Benches
- 1318 Mural
- Diversity Dance Mural

ADMINISTRATION

Utilize Volunteers

- Public Art Care team, Youth Central, Event Volunteers, Admin, Board Members

Total volunteer hours: 450

Wage equivalent: \$12,843

Apply for Grants

- Chinook Blast
- Stepping Stones
- Crescent Heights Community
- Western Diversification

Total Grant Spending: \$37,000*

Spend Judiciously

- Free garbage cans
- Free recycling bins
- Negotiated free waste removal

Total Savings: \$54,000

Spend in the BIA

- Signage
- Gift Cards

- Office Supplies
- Computer maintenance
- Volunteer rewards

Total BIA spend: \$6,808.97

Financial Snapshot

2020 Revenue
 \$120,481 (levy + interest), \$50,000 (City grant)

Expenditures: \$73,163

Carried to 2021
 \$47,318 from levy, \$47,300 from city grant

2021 Revenue
 \$120,000 (city-paid levy), \$16,525 (BIA grants), \$47,300 (city grant)

Total 2021 Value: \$183,825

Total 2021 levy: \$0

**Includes \$22,000 from 2020 City Grant*

GRANT SPENDING

City of Calgary: \$50,000 for Public Realm/Streetscape (2020)

- Garbage Cans - \$10,000 - installed
- Art Benches - \$12,000 - installed
- Community Sign - \$20,000 - Installation November 2021
- Permanent Benches - \$8,000 - Installation Spring 2022

Tourism Calgary: \$2,275.71 for Chinook Blast

- Crescent Moon Festival expenses

WED: \$10,000 for Reopening Marketing

- Banners at Bambu and UPS sites
- Flags
- Marketing videos
- Online Directory improvements

Stepping Stones and CHCA: \$2,500.00 for Diversity Dance Party

- Artist fees, paint, video, communications